

# MEMO

**DATE:** November 1, 2007  
**TO:** Administration Committee and  
Regional Council  
**FROM:** Wayne Moore, Chief Financial Officer, (213) 236-1804, moore@scag.ca.gov  
**SUBJECT:** Contracts and Purchase Orders between \$5,000 - \$250,000

## RECOMMENDED ACTION:

Information Only

## BACKGROUND:

### SCAG executed the following Contract(s) between \$5,000 and \$250,000

- |   |           |
|---|-----------|
| • Dowling Associates, Inc.<br>(Collection of traffic speed and volume data for counties within SCAG's region)   | \$200,000 |
| • Managing Excellence Consulting Services (MECS)<br>(Improve linkage between modeling results and emission calculations)  | \$179,904 |
| • Economic Research Associates (ERA)<br>(South Bay Compass Blue Print Market Feasibility Study)   | \$179,784 |
| • Caliper Corporation<br>(Ongoing TransCAD modeling software support and review of SCAG's Regional Travel Demand Model to determine the needs for additional TransCAD software modifications) | \$130,000 |
| • Bob Murray and Associates, Ralph Anderson and associates, Waters Consulting Group, Inc.<br>(Executive Search Service )  | \$130,000 |

### SCAG executed the following Purchase Order(s) between \$5,000 and \$250,000

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|--|---------|
| • Congressional Quarterly<br>(Annual subscription of Congressional Quarterly Online Service for FY07/08) | \$8,487 |
| • Photo Center Imaging<br>(Production and installation of hallway photos & conference material)          | \$7,488 |
| • Dell Marketing<br>(Computers for staff to support RCP & RTP work)                                      | \$6,957 |
| • Office Depot Business Services<br>(14 Conference chairs and marker board and installation)             | \$5,100 |

# MEMO

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## FISCAL IMPACT:

None. Funding is available.

Reviewed by:

  
Division Manager

Reviewed by:

  
Chief Financial Officer

## **CONSULTANT CONTRACT**

**Contractor:** Dowling Associates, Inc.

**Scope:**

The purpose of this study is to continue the collection of the speed and volume data within the SCAG Region. The speed data will be used to develop a region-wide inventory of speeds to estimate average speeds for model validation purposes. The contractor will also develop and test new volume delay functions for both arterials and freeways. In addition, the contractor will evaluate model truck speeds and develop a post processing methodology to refine the speed forecasts for heavy-duty trucks.

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|-------------------------|--|------------------|
| <b>Contract Amount:</b> | <b>Total not to exceed</b>                       | <b>\$200,000</b> |
|                         | Dowling Associates (prime)                       | \$149,789        |
|                         | Berkeley Transportation Systems ( subcontractor) | \$12,412         |
|                         | Sierra Research (subcontractor)                  | \$10,985         |
|                         | Carter & Burgess (subcontractor)                 | \$26,814         |

**Contract Period:** August 1, 2007 through June 30, 2008

**Work Element:** 07-070.SCGC07    \$200,000    Funding Sources: Consolidated  
Planning Grant – FHWA & TDA

**Request for Proposal:** SCAG staff notified 218 pre-qualified firms of the release of RFP No. 07-041. The RFP was also advertised on Lawley Publications' website, the American Planning Association's website, and posted on SCAG's bid management system. A total of 30 firms downloaded the RFP. The following proposal was received in response to the solicitation:

|                        |           |
|------------------------|-----------|
| Dowling and Associates | \$200,000 |
|------------------------|-----------|

**Selection Process:** The Proposal Review Committee (PRC) evaluated the proposal in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations.

The PRC was comprised of the following individuals:

Michael Ainsworth, Program Manager –Subregional Modeling,  
SCAG  
Dimitris Poulakidas, Program Manager - Data/GIS Management,  
SCAG  
Ying Wang, Senior Transportation Analyst, OCTA

Manish Patel, Database Architect, City of Los Angeles Department of  
Transportation Bureau of Information Systems  
Tony Van Haagen, Senior Transportation Planner, Caltrans

**Basis for Selection:**

The PRC recommends Dowling Associates for the contract award because of the firm's experience in performing similar assignments and Dowling Associates' commitment to fulfill the expectations set forth in the Scope of Work. Dowling Associates will complete the demanding work tasks within a very limited budget and have committed to complete the project by June 30, 2008.

The Dowling Associates' proposal demonstrates an excellent project understanding and addresses all tasks in the RFP. The project team has excellent experience and knowledge in all aspects of this project. The Scope of Work is very comprehensive. The data collection, data analysis, and model speed development task descriptions are thoroughly explained. Dr. Dowling is very knowledgeable and has extensive experience developing model speed functions. The proposal does a very good job of explaining the process used to develop the new speed functions and the model validation process to test the new speed functions.

Dowling Associates is a planning research firm specializing in highway capacity analysis, speed measurement and estimation, and travel demand modeling. Dr. Dowling is a nationally recognized expert in transportation modeling, modeling travel speeds, and is currently the Chairman of the Transportation Research Board Committee on Highway Capacity and Quality of Service. Dr. Dowling wrote NCHRP 387, Planning Techniques for Estimating Speed and Level of Service. He is also the author of several papers on improving the speed estimates produced by travel models.

Dowling Associates completed Phase One of the Arterial Speed Study in Year 2005. The purpose of the Phase One Study was to develop the methodology to gather arterial speed data, perform speed surveys to begin assembling the arterial speed data base, and to estimate new model speed functions. The Contractor successfully completed the project within the schedule and budget. The deliverables and Final Report were outstanding. Dr. Dowling provided additional assistance to SCAG by estimating a freeway model speed function which was work beyond the contracted scope of services. The new model speed functions were successfully applied in the Year 2003 Model Validation and will be used in the upcoming RTP 2008 analysis.

## Linux and Programming Support

### CONSULTANT CONTRACT

**Consultant:** Managing Excellence Consulting Services (MECS)

**Scope:** The Southern California Association of Governments (SCAG) serves as the metropolitan planning organization (MPO) for a six county region that includes: Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties. Currently about 18 million people live and work in an area of 38,000 square miles. SCAG is responsible for transportation planning and programming for the Region and collaborates with other agencies (Caltrans, County Transportation Commissions, Cities, etc.) involved in transportation planning in the Region.

SCAG maintains and applies the Regional Transportation Demand Model to support the Region's various plans, programs, and major projects. The Model provides an analytic tool for examining future mobility issues and determining the resulting air quality impacts.

The primary objectives of this project are to:

- Improve the linkage between modeling results and emission calculations
- Provide on-going programming support
- Migrate Unix database to PC Linux system

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|-------------------------|---|-----------|
| <b>Contract Amount:</b> | Total not to exceed                     | \$179,904 |
|                         | Managing Excellence Consulting Services | \$179,904 |

**Contract Period:** September 13, 2007 through June 30, 2010

|                      |               |           |  |
|----------------------|---------------|-----------|--|
| <b>Work Element:</b> | 08-070.SCGC06 | \$179,904 | Funding Sources: Consolidated<br>Planning Grant – FHWA & FTA |
|----------------------|---------------|-----------|--|

**Request for Proposal:** A bid alert notice for RFP 08-004 was emailed to 257 consultants, and the RFP was posted on SCAG's bid management system. A total of 19 firms downloaded the RFP. The following consultant(s) responded to the Linux and Programming Support RFP:

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|--|--------------------------|
| Civic Resource Group (no subcontractors) | \$177,767<br>(36 months) |
|--|--------------------------|

|   |                          |
|---|--------------------------|
| Managing Excellence Consulting Services (MECS)<br>(no subcontractors) | \$179,904<br>(36 months) |
|---|--------------------------|

**Selection Process:**

The Proposal Review Committee (PRC) evaluated the two proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with the two offerors.

The PRC was comprised of the following individuals:

Mike Ainsworth, Sub-regional Modeling Support Lead, SCAG  
Guoxiong Huang, Model Development Lead, SCAG  
Teresa Wang, Model Application Lead, SCAG  
Tony Van Hagen, Research Program Specialist II, Caltrans 7

The PRC committee recommends Managing Excellence Consulting Services (MECS) for the contract award because of the firm's qualifications to fulfill the requirements of the project. Managing Excellence Consulting Services (MECS) is willing and able to meet the highly demanding requirements of this project within a very limited budget. MECS is committed to performing and documenting the required Linux and Programming Support work by June 30, 2010.

Managing Excellence Consulting Services (MECS) has performed a considerable amount of Unix and programming work for SCAG in the past and is very knowledgeable about key programming and data management issues facing SCAG. MECS will migrate all of the Unix database to the PC Linux environment and provide programming support to Modeling staff. MECS is qualified to fulfill the overall objective of this study.

## **CONSULTANT CONTRACT**

**Consultant:** Economic Research Associates (ERA)

**Scope:** The South Bay Compass Blueprint Market Feasibility Study is intended to develop a market study and pro forma financial feasibility analysis for 4 areas in the South Bay Cities subregion.

Before adopting land use policies that would encourage greater density, South Bay decision makers want to understand the market performance and demand forecast for areas representative of the South Bay and the financial feasibility of projects that respond to that demand. SBCCOG is also interested in the effect of a constrained market area on demand forecasts and hypothetical development scenarios.

The research shall assess the current market conditions in each of 4 study areas. This will be followed by forecasting the demand for residential, retail, and office in each of the 4 study areas and, based on that demand assessment, propose hypothetical development scenarios for each study area, with alternative scenarios should be developed based on the assumption of a constrained market area of two or three miles. Finally, the financial pro forma analyses shall be applied to each hypothetical development scenario in order to determine the feasibility of each project and the density, parking and other public concessions that might be required to ensure feasibility.

|                         |                              |                  |
|-------------------------|------------------------------|------------------|
| <b>Contract Amount:</b> | <b>Total not to exceed</b>   | <b>\$179,784</b> |
|                         | Economic Research Associates | \$179,784        |

**Contract Period:** October 1, 2007 through June 30, 2008

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|----------------------|--------------|-----------|---------------------------------|
| <b>Work Element:</b> | 08-065.SBCC1 | \$179,784 | Funding Sources: FTA 5303 Funds |
|----------------------|--------------|-----------|---------------------------------|

**Request for Proposal:** SCAG staff notified 379 pre-qualified firms on SCAG's bidders list to notify them of the release of RFP No. 08-005. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's website. SCAG received the following 7 proposals in response to the solicitation:

|                               |           |
|-------------------------------|-----------|
| Economic Research Associates  | \$179,784 |
| Market Pointe Realty Advisors | \$153,700 |
| Economic Planning Systems     | \$184,500 |
| Robert Charles Lesser & Co    | \$182,488 |
| PMC                           | \$180,590 |
| The Planning Center           | \$184,987 |
| Rosenow Spevacek Group, Inc.  | \$181,950 |

**Selection Process:**

The Proposal Review Committee (PRC) evaluated the proposal in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations.

The PRC was comprised of the following individuals:

Jacki Bacharach, Executive Director, SBCCOG  
Kim Fuentes, Deputy Executive Director, SBCCOG  
Walter Siembab, Principal, Siembab Planning Associates  
Pria Hidisyan, Associate Regional Planner, SCAG  
Charles Felix,  
Richard Thompson,  
Dianna Watson,

**Basis for Selection:**

The PRC recommends Economic Research Associates (ERA) for the contract award because of the firm's strong qualifications to fulfill the requirements of the project. The ERA team is highly experienced, with strong academic and professional backgrounds. The PRC felt that the ERA team's expertise in financial and market analysis was particularly notable.

The PRC was impressed with ERA's approach to analyzing land use and future growth trends upon which they propose to conduct a sophisticated and comprehensive future demand and development program. The financial and fiscal analysis proposed by ERA was clear and comprehensive. ERA demonstrated that they understood the subregion's needs and had performed comparable studies in and around the South Bay. ERA also expressed a clear willingness for working closely with SBCCOG and its Livable Communities working group to provide pertinent updates and share its analytical approach in conducting the work.



## **CONSULTANT CONTRACT**

**Consultant:**

Caliper Corporation

**Scope:**

The objective of this project is to obtain on-going TransCAD modeling software support. Standard commercial transportation modeling software is typically designed for general purpose modeling operations. SCAG's Regional Travel Demand Model is one of the most sophisticated, advanced, and complex model in the nation. There is a need to improve the current TransCAD software so that it can run SCAG's new Travel Demand Model model smoothly and more efficiently. In addition, SCAG modeling staff will need to attend additional TransCAD and GISDK training in order to use and improve the new model.

The Contractor will conduct a thorough review of the SCAG's Regional Travel Demand Model to determine the needs for additional TransCAD software modifications and to convert the Regional Model to the TransCAD 5.0 platform. The main task of this project is to perform TransCAD software customizations, including a) the creation of model files for use in planning and air quality analysis; b) implementation of the soon to be completed Heavy Duty Truck (HDT) model; c) modification of TransCAD source program to implement HDT PCE methodology which takes into account the vehicle composition, roadway grade and length, and congestion level of the link; and d) implementation of toll methodologies for autos and trucks involving multiple pricing strategies. Other potential features include improvements in reporting, graphic display, TransModeler interface, Master Networks, and transit network tools. The Contractor will also assist SCAG in TransCAD model implementation and GISDK programming.

**Contract Amount:**

**Total not to exceed**  
Caliper Corporation

**\$130,000**

**Contract Period:**

August 13, 2007 through June 30, 2008

**Work Element:**

08-070.SCGC01 \$130,000

Funding Sources: Consolidated  
Planning Grant – FTA and TDA

**Request for Proposal:**

SCAG staff notified 721 pre-qualified firms of the release of RFP No. 07-086-C1. The RFP was advertised on SCAG's bid management system. A total of 16 firms downloaded the RFP. The

following proposal was received in response to the solicitation:

Caliper Corporation (no subcontractors)

\$130,000

**Selection Process:**

The Proposal Review Committee (PRC) evaluated the proposal submitted in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations.

The PRC was comprised of the following individuals:

Tony Van Haagen, Senior Transportation Planner, Caltrans  
His-Hwa Hu, Transportation Modeler III, SCAG  
Guoxiong Huang, Program Manager, SCAG  
Michael Ainsworth, Program Manager, SCAG

**Basis for Selection:**

The PRC recommends Caliper Corporation for the contract award because the firm's previous experience in performing similar model development projects, expertise using the TransCAD Modeling Software, and knowledge of SCAG's Regional Model. Caliper's proposal demonstrated an excellent project understanding. Caliper will complete the demanding tasks within the limited budget and has committed to deliver all specified products by June 30, 2008.

Caliper is the developer of the TransCAD modeling software system used by SCAG for the new Regional Model. It is the only consultant with knowledge and experience using SCAG's new Regional Model. Caliper has the best programming expertise using TransCAD software needed to modify the model setup and customize the software to meet SCAG's needs. The project manager assigned to this project is experienced in performing similar tasks. The manager also demonstrated a good understanding of the key project objectives including easy to use/understand, quick model turn-around times, consistent modeling results, and excellent reporting capabilities.

## **CONSULTANT CONTRACTS**

- Scope:** The contract resulting from RFP 07-060 is intended to establish a pre-qualified list of Executive Search Service vendors to provide Executive Search services for all executive management recruitment efforts during the next two years. When the need arises to initiate an executive management recruitment, each pre-qualified firm will be contacted to obtain a proposal that includes cost, timeline and availability to commence the search. A firm will be chosen from pre-qualified list after a proposal is submitted and accepted.
- Contract Amount:** **Total not to exceed \$130,000 for all vendors combined**
- Contract Period:** March 13, 2007 through June 30, 2008
- Work Element:**
- |              |          |   |
|--------------|----------|---|
| 07-830.SCGS1 | \$65,000 | Funding Sources: Salary savings from vacant position or HR Consulting Budget, depending on position |
| 07-810.SCGS1 | \$65,000 | Funding Sources: Indirect Overhead  |
- Request for Proposal:** SCAG staff mailed postcards to 64 consulting firms on SCAG's bidders list to notify them of the release of RFP No. 07-060. The RFP was also posted on SCAG's web site and advertised in the California State Contracts Register. SCAG received the following 3 proposals in response to the solicitation:
- Bob Murray and Associates  
Ralph Anderson and associates  
Waters Consulting Group, Inc.
- Selection Process:** The Proposal Review Committee (PRC) evaluated the proposal in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations.
- The PRC was comprised of the following individuals:
- Debbie Dillon, Human Resources Manager/Project Manager, SCAG  
Hon. Toni Young, Personnel Committee Member  
Rose Casey, Regional Planning, District 7, CalTrans
- Basis for Selection:** The proposals were scored by all three PRC members based on proposal information, organization, content, and technical proposal qualifications.

All three respondents met the criteria set forth in the requirements for the proposal. Each brings a strong background in performing Executive Search Services for similar organizations and jobs. Therefore, all three firms were qualified to the bench to provide Executive Search services.

When the need arises to initiate an executive management recruitment, SGAG staff will either compete the recruitment between 2 or more of the firms (i.e. obtain a proposal that includes cost, timeline and availability to commence the search); or staff will select one of the firms to conduct the recruitment based upon the firm's availability, experience and expertise with similar recruitments.